



## RURAL DEVELOPMENT

*Rural Development programs strengthen and grow existing Utah businesses both urban and rural.*

### Business and Economic Development Assistance

The Rural Development Office, along with local government partners, facilitates rural business growth and assistance through numerous programs. Our partners include:

- Utah Industrial Assistance Fund
- Local revolving loan funds
- Small Business Development Centers (SBDCs)
- SBA business programs
- Utah Science Technology and Research (USTAR)
- Certified development companies
- Custom Fit training
- Manufacturing Extension Partnership (MEP)

### Business Expansion and Retention (BEAR)

The Rural Development Office has implemented a rural business outreach tool: the Business Expansion and Retention initiative (BEAR). This tool, generally called economic gardening, concentrates on growing existing local businesses instead of marketing and hunting for business and industry to be brought home to rural communities. It is an entrepreneurial approach to economic development in rural areas.

Effective economic gardening focuses on taking direct action to help local entrepreneurs successfully fast-track sustainable expansion of their businesses. It identifies and targets existing businesspeople with the desire and capacity to grow and expand, then provides them with a package of professional business assistance.



### Uniting Rural Utah

The Governor's Rural Partnership Board is staffed by the Rural Development Office. The board members are from Utah's rural businesses, industries and local governments. The main purpose of the board is to educate and raise awareness about rural development needs, define economic barriers and bring rural issues to light with the Governor, Utah Legislature and other state and federal agencies. The board's current focus is business development, entrepreneurship and infrastructure.

### Rural Legislative Day and Summit

Rural activities are highlighted and promoted each year at the annual Rural Legislative Day at the State Capitol and also at the Annual Rural Summit held in Cedar City, the largest state rural development conference, hosted by the Center for Rural Life.

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